

CG Home Page

Navigation:

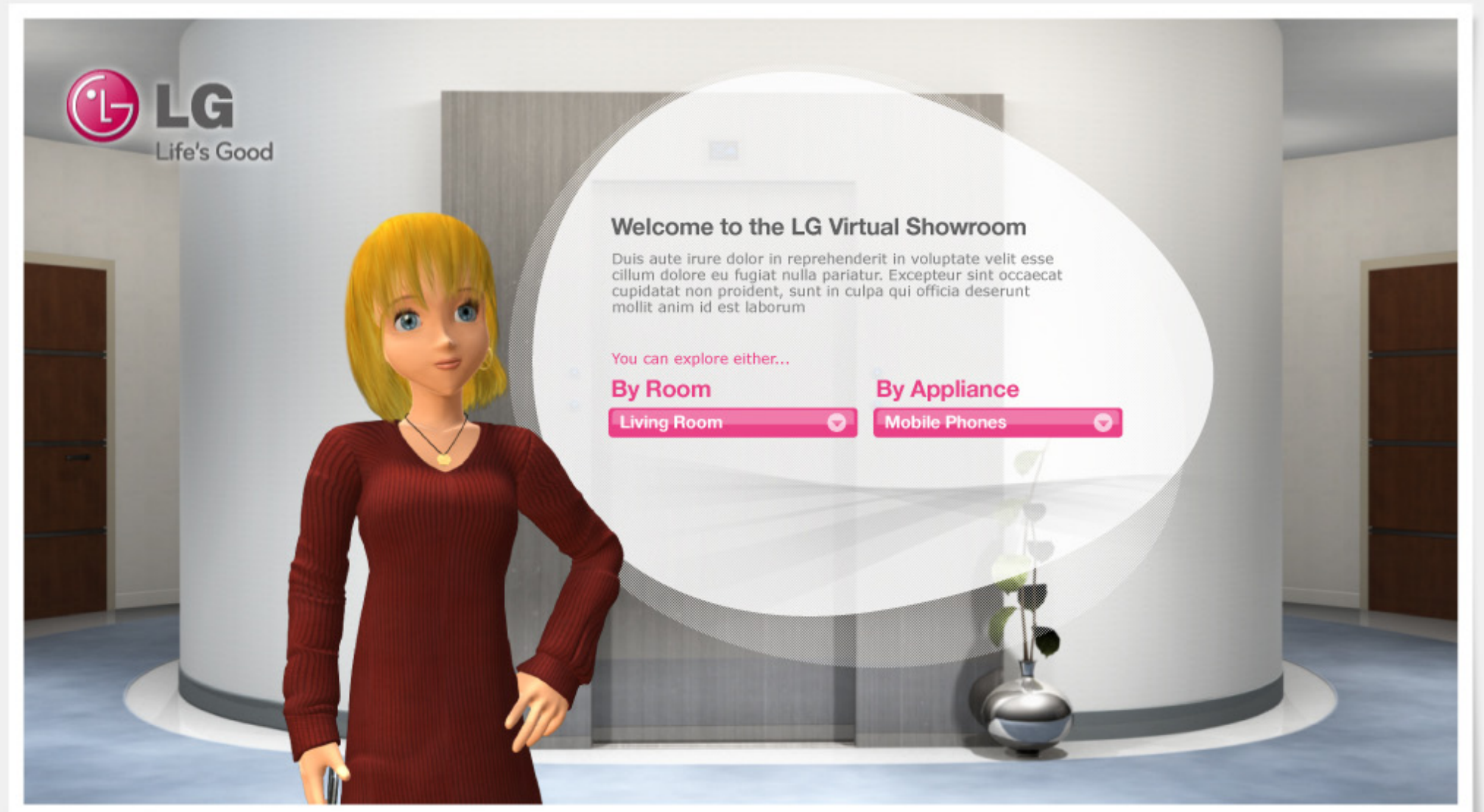
Upon entering the home screen, the avatar will welcome the site visitor, speaking:

“Hey there. I’m Lucinda. Welcome to the home page of – you got it -- the LG Virtual Home. We’ll help you find just the right appliances and tools to run your busy life. No more confusing sale speak at stores filled with crazy showrooms. It’s just you and me and the wonderful world of LG products.”

“Come with me as we journey through the house to figure out the best mobile phone and flat-screen TV for you – plus all kinds of other great products for your life!”

“And here’s your first tip: in every room, find tips and ideas for specific products in our reference Tip Bank. They’ll help you find everything from recipes to recommendations on how to hook up a TV without showing the wires.”

The user is encouraged to explore each room and how LG products can better your homelife within your home, or dive straight into a particular line of LG appliance to find out more.



Avatar - Style Direction 01/ 3D CG Models / Mannequin Style

In this direction, we will create in CG, mannequin look-alikes as our avatar/ hostess. These will be modeled after real-life mannequins but with an illustrative quality. Our avatar showcases the virtual house and appliances, meshing with our CG created photorealistic show rooms.



Avatar - Style Direction 02 / Live Action / Post Production Hologram Style

As an alternative to a CG animated avatar, we offer the option of shooting live action, with a casted host and further treating the host into a hologram format. She, too, will appear in each room and explain the LG products involved.



CG Sample Living Room / Den

LG Products Showcased in this room:

LG Flatscreen TV
LG Blu Ray Disc Player
LG Mobile Phone (Hand Held by our host at all times)
LG Air Conditioning Unit

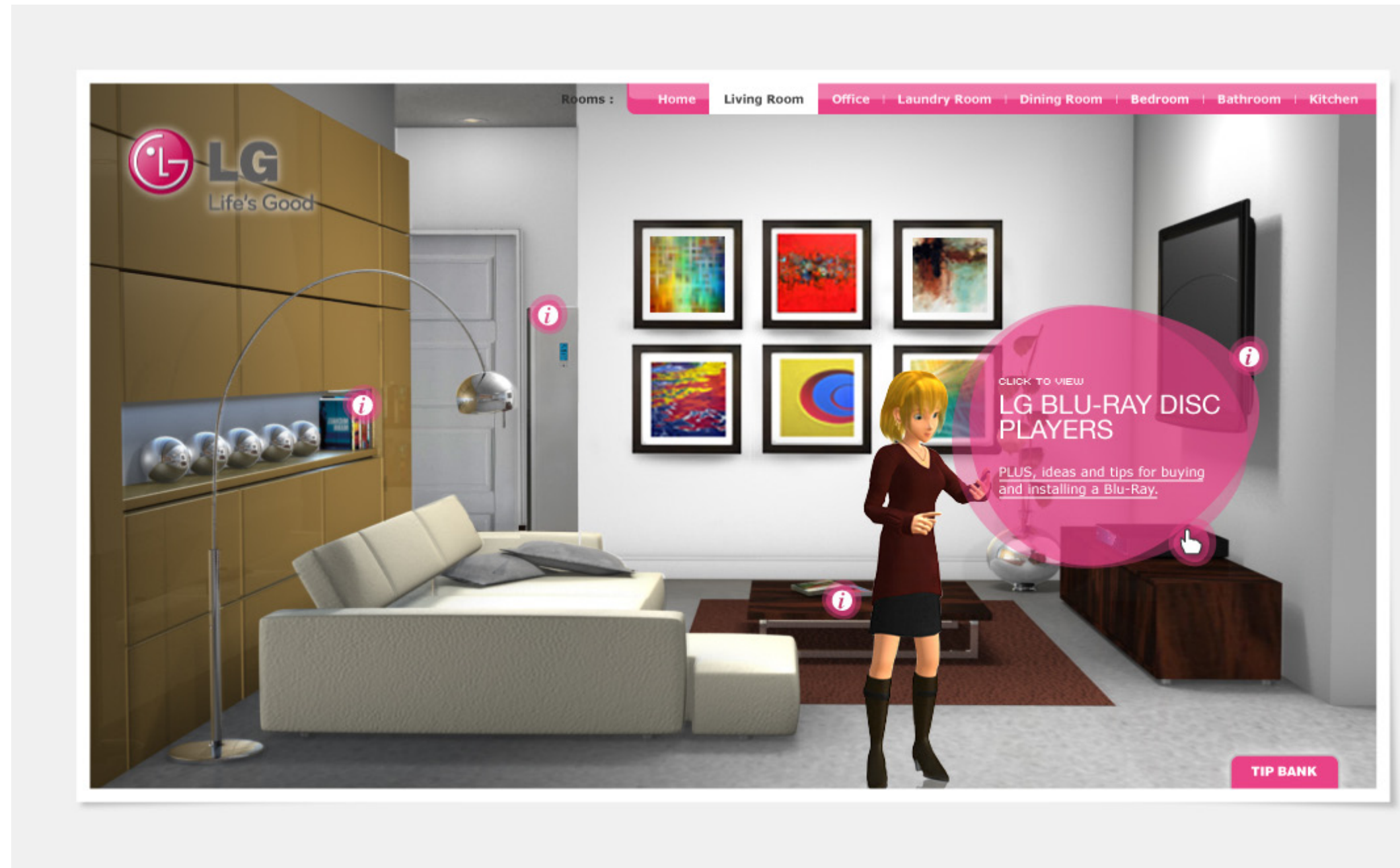
User Experience:

Upon entering a room (here, the living room/den), the available LG products will be signified with a small graphic device, a circular “i” sign, to indicate that further information and tips available about that product. When the user places the mouse over an LG hot spot (e.g., the TV or the air conditioning unit), a rollover state will be displayed on-screen, to prompt the user to further discover the product offerings and consumer tips for that group of LG products. Note that, while the hotspot indicators are small, the entire area of the TV, the air conditioning unit, etc. is “hot.” In addition to encompassing the entire category range of LG products in the Virtual House, specific Time Warner branded content and newly created and seasonally specific Time Inc. content is available in the Tip Bank. (accessible in every room on the lower right corner)

When the user has rolled his or her mouse over the Blu-Ray Disc Player, a rollover information bubble appears that says, “Click to view LG Blu-Ray Disc Players.”

PLUS, “ideas and tips for buying and installing a Blu-Ray”.

The user therefore is encouraged to go to the next screen to find service stories from Time-Warner and Time Inc. brands as well as a product carousel of Blu-Ray Disc Players.

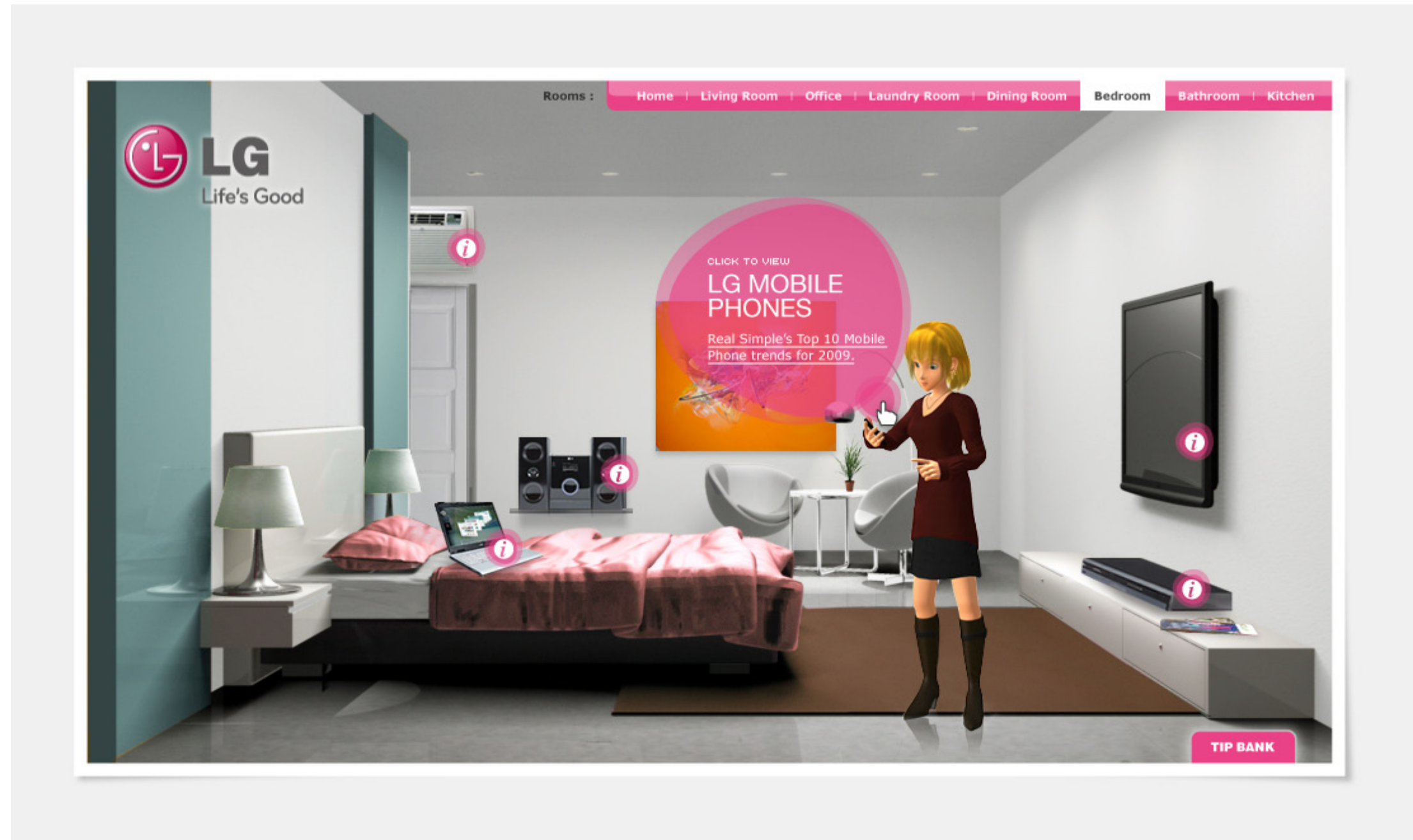


CG Sample Bedroom

LG Products Showcased in this room:

- LG Flatscreen TV
- LG Disc Player
- LG Mobile Phone (Hand Held by our host at all times)
- LG Air Conditioning Unit
- LG Computer
- LG Audio System

The avatar takes our visitor to the bedroom. Here, the site user has placed the mouse over the avatar's mobile phone and therefore, a rollover information bubble has appeared to prompt the user to click to discover more about LG's range of mobile phones and to get ideas and tips for buying a new mobile phone.



Product Category Information

Upon selecting to discover more about a specific LG product group (in this example, the site user clicked on the mobile phone from the bedroom), the user will be greeted by the host. She says:

“Hi, I love my LG phone -- great features, sleek design. Here are some of my favorite models, and I’ll tell you a secret. I have several phones, one just for my friends and another one for work. Anyway, check out some great options on the carousel. And if you need tips on what phone to buy or want to take a quiz that will help me figure out the best phone for you, look at the links on the left.”

(Roughly 5-8 mobile phones, the top sellers or phones that represent a range of features, will be displayed).

The user can either click on a phone or click on the model name below the phone. And that takes the user to the next slide.

NOTE: The site navigation always allows the user to return to a specific room of the house.

The screenshot displays the LG website interface for mobile phones. At the top, a navigation bar labeled "Rooms:" includes links for Home, Living Room, Office, Laundry Room, Dining Room, **Bedroom**, Bathroom, and Kitchen. The LG logo and "Life's Good" tagline are in the top left. A 3D female host character with blonde hair and a red sweater stands in the center, holding a mobile phone. To her right is a carousel of mobile phones, with the "LG VX8560 BLACK MOBILE" highlighted. Below the carousel, the text "Click to Explore Product Features" is visible. On the left, a "SERVICE TIPS" section titled "TIPS AND IDEAS FOR BUYING MOBILE PHONES" features two video thumbnails: "Shooting Photos With Your Mobile Phone" and "Navigate your city using your Mobile Phone". Below this is a "REAL SIMPLE" logo with the text "Brought to you by REAL SIMPLE magazine." and a "QUIZ: What's the right mobile phone for you?" link. A "Back To Bedroom" button is located in the bottom right corner.

Product Details

Upon selecting a specific model of LG phone showcased in the Top models from the previous screen, the user will be given a close up view of the LG phone model selected, along with more detailed product information, but with a heavy consumer focus (Top 10 Features of This Phone; Testimonials from Customers, Shopping for a Mobile Phone, Quiz: What mobile phone is right for me?).

Again, navigation by room and product is always available to allow the user to return to the previous screen or jump to any other room of the LG Virtual House.

The screenshot shows a product page for the LG VX8560 Black Mobile Phone. At the top, a navigation bar labeled "Rooms:" includes links for Home, Living Room, Office, Laundry Room, Dining Room, Bedroom, Bathroom, and Kitchen. The LG logo and "Life's Good" tagline are in the top left. The phone is the central focus, with a large pink circular callout to its left that reads "LG VX 8560 BLACK MOBILE". The phone's screen displays a Verizon logo, a calendar icon for the 30th, a music icon, and a "MY MUSIC" button. Below the phone, the text "LG VX8560 BLACK MOBILE PHONES" is displayed, followed by the sub-headline "Mobile Phone with Music Player, FM Radio, and Video Camera". The main body of text is a placeholder: "Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. uilt-in MP3dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt m ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore." Below this is a link "Explore Product Features" and another placeholder paragraph. Further down are two links: "Read REAL SIMPLE magazine's 'Top 10 Tips on purchasing mobile phones'" and "Download LGVX 8560 Specs Here". In the bottom right corner, there is a small image of several mobile phones and a pink circular button with a left arrow and the text "Back To LG Phones".

LG Virtual ShowHouse Diagramatic View

LG Virtual Show House Wire Frame mockup indicating that the home revolves as the avatar moves through it or as the user selects a new room of the house in which to explore.

